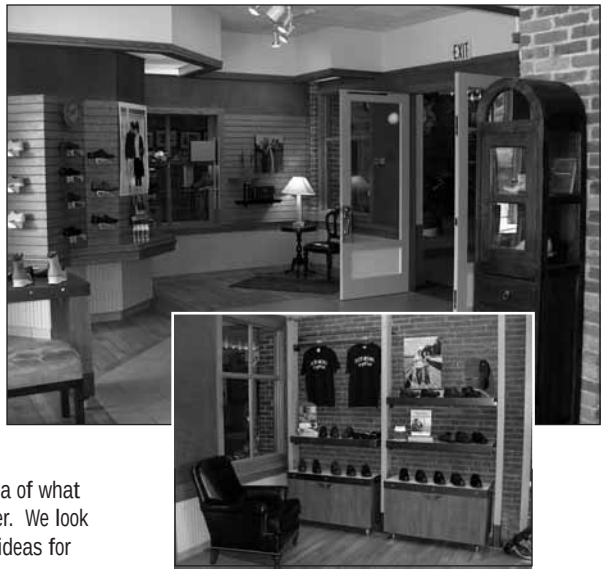
RETAIL NEWS

Red Wing Shoe Company • volume seventeen, 2006

New Red Wing Shoe Store Concept Debuts in Red Wing

The new casual lifestyle Red Wing Shoe store opened in Red Wing, MN on July 4th weekend. The integration of the casual line with Vasque and Irish Setter products allow customers to visualize the complete assortment of men's and women's casual footwear.



The look is completely different from our work brand stores, as it has been created for a different customer. The contemporary store design offers a great stage to display our casual products. The expectations for the new concept are to create incremental business and create a comfortable shoe-shopping environment for our customer.

The Mall of America store concept was also modified to feature casual products in a similar setting. The new store concepts will give us a better idea of what designs and displays appeal to the new casual customer. We look forward to sharing this information with you to provide ideas for effectively reaching your customers.

Moldable Insole Business

The moldable insole business has experienced significant growth during the past year. During 2005, company owned stores increased their sales by 64%, generating $1,450,00 for just this one item! In 2006, we expect to reach almost $2 million in sales, selling over 42,000 moldable insoles.

We will continue to grow this business by making a commitment to offer or suggest a moldable insole to our customers every time. In addition, this requires a commitment to always have the product in stock.

The visual impact the moldable insoles provides when presented with our Fit Tracks system is a powerful selling tool. The Fit Tracks system measures your customer's feet and provides information about their pressure points, which makes the moldable insole a logical add-on because it will remove this obvious pressure and provide added comfort. This is a wonderful story to share with your customers.

Please remember the following helpful selling points:

- 90 day ultimate fit guarantee for a full refund
- 2 year cushioning guarantee
- $40 - $45 price range
- Immediate comfort and stability for the customer

If you don't currently offer the moldable insoles in your store, please check with your Red Wing sales representative to see how you can incorporate these products into your store so you don't miss the wonderful opportunity to maximize sales.

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Need to Contact Us? (U.S. and Canada)

The following is frequently used ordering and return information for our customers located in the United States and Canada. We have provided the information in a business card format for easy use.

ORDERS
Red Wing Brands of America

Red Wing/WORX Order Line:	800-328-9453
Carhartt Order Line:	888-688-3007
Irish Setter Order Line:	888-472-0087
Vasque Order Line:	800-842-1301
Fax:	800-423-7463
e-mail:	customer.orders@redwingshoe.com vasqueorders@redwingshoe.com irishsetterorders@redwingshoe.com

RETURNS *(defective)**
Red Wing Brands of America

Defective Returns (All Brands):

Red Wing Brands of America
Attn: Returns
127 Main Street
Red Wing, MN 55066

RETURNS *(new)*
Red Wing Brands of America

New Returns (Red Wing Brand and WORX non-Service):

Red Wing Brands of America
Attn: Returns
127 Main Street
Red Wing, MN 55066

RETURNS *(new)*
Red Wing Brands of America

New Returns (Red Wing Casual and WORX Service):

Red Wing Brands of America
c/o UPS Supply Chain Solutions
1201 C Street NW
Auburn, WA 98001

RETURNS *(new)*
Red Wing Brands of America

New Returns (Irish Setter, Vasque, and Carhartt):

Red Wing Brands of America
Attn: Returns
1841 South 5070 West
Salt Lake City, UT 84104

CANADIAN CUSTOMER SERVICE
Red Wing Shoe Company, Inc.

Customer Service Line:	800-471-8624 ext. 18
Defective Returns:	Contact Sales Representative
New Returns:	Contact Customer Service for Return Authorization Paperwork and Instructions
Fax:	800-423-7463
e-mail:	canadianorders@redwingshoe.com

New Small Order Shipping Methods (U.S.)

We are beginning to send your smaller shipments (1 to 3 pair) out of our Red Wing, Minnesota warehouse in shrink-wrap rather than in shipping cases. The benefits of this change include:

- Fewer bulky cardboard boxes to recycle
- Plastic is lighter than cardboard, which can help to reduce your freight costs
- Shrink wrapping is less labor intensive in our packing process, which will enable us to reduce packing time on small orders

E-mail Order Confirmations Now Available (U.S. and Canada)

We now have the ability to e-mail order acknowledgements and invoices to you. This will give you prompt access to information. If you haven't already signed up for this exciting new service, please send us an e-mail at customer.orders@redwingshoe.com. We will be happy to set you up.

Drop shipment forms are also now available. If you have more than three (3) drop shipments per day, we ask that you fax or e-mail the drop shipment forms to us rather than place the orders by phone. We all want to avoid shipping delays due to incorrect addresses and the form will help ensure that the names and addresses are entered correctly. Please contact Customer Service to have the drop shipment form faxed, mailed, or e-mailed to you.

Have You Recently Moved?

Please remember to send us any changes in your shipping or billing addresses, phone and fax numbers, or e-mail address. Changes can be sent via e-mail to: customer.orders@redwingshoe.com or via fax to (800) 423-7463.

48 Hour Shipping

Red Wing is committed to improving our customer service by providing consistent on-time shipping. As part of this service standard, we are introducing a new 48-hour shipping program to provide our customers with the best in-stock service. We are offering this shipping standard on our best selling styles of our Red Wing, WORX™ and Carhartt brands. Over 160 styles are available. The eligible styles are shown in bold type on the new June 15, 2006 wholesale prices lists for each brand.

Distribution Policy Reminder.

As a reminder, Red Wing Brands of America prohibits the resale or shipment of Red Wing, Carhartt and WORX™ branded products by a retailer to any other business or location, whether domestic or international, that is not an authorized Red Wing Brands of America account. Violation of this policy may result in termination of a retailer's right to sell Red Wing Brands of America products. We thank you for your compliance with this policy.

Upcoming Big Boot Tour Dates

Aug 3 - 7
Wisconsin State Fair
Milwaukee, WI

Aug 11 - 13
Ohio State Fair
Columbus, OH

Aug 17 - 20
Illinois State Fair
Springfield, IL

Aug 25 - 27
MN State Fair
Saint Paul, MN

Aug 29 - 31
Farm Progress Show
Amana, IA

Company Updates

Red Wing Fit Styles

One of the key Red Wing brand benefits and your store as well, is our ability to properly fit customers in the correct size and width. To deliver on this fit promise, both your store and Red Wing need to be in stock on these fit shoes. The new Red Wing price list identifies approximately 60 Red Wing styles available in sizes and widths that cover all categories, allowing you the opportunity to provide the best fit possible. Look for the "FIT" icon in the new June 2006 Red Wing price list to identify these styles. All will have in stock, available to ship within 48-hour status.

A Monster Deal

Monster.com and Red Wing Shoe have a new and improved process that is now available to YOU to recruit and hire the best possible people for your store. Online job posting is an exciting option. By posting your job openings online you can target your search by zip code and qualifications and still get exposure to a wide range of qualified candidates.

Red Wing Shoe created job description templates that are available for your use based on the position you are seeking to fill. Descriptions are available for the following positions:

- store manager
- assistant store manager
- retail sales associate (full time)
- retail sales associate (part time)
- industrial store manager
- industrial sales manager
- shoe mobile sales associate

monster.com

New Price

Red Wing Shoe has negotiated a new price for all Red Wing Shoe Store postings, applicable to both company-owned and dealership stores. The price for a job posting is $105 for each 60-day posting at each location. Each posting uses one of the job description templates (with limited customization available) and will run in the markets you specify for up to 60 days. The posting can be removed any time if you fill the position prior to the end of the 60-day period.

Company-owned Store Managers wanting to use this recruitment method should contact their DRM or ISM for assistance in the process. DRM's have the appropriate form that needs to be completed for Monster to post your job.

RWSC Dealer stores received an email from Jeff Marcus with the appropriate forms attached. If you need further assistance, please contact Jeff.

For further assistance you may contact Lori Gadient, HR Manager at 651.385.6545 or email lori.gadient@redwingshoe.com.

Marketing Updates

Updated Media Library

Media Library has a fresh look. It is now faster, more reliable and easier for users to navigate as Red Wing Shoe Company continues to grow it's brands. Username and password information remains the same.

Username:	Password:
rwscredwing	redwing
rwscworx	worx
rwsccarhartt	carhartt
rwsccasuals	casuals
rwscvasque	vasque
rwscsetter	setter

New Marketing Item Available

Red Wing Casual Retail Fall 2006 Consumer Brochure

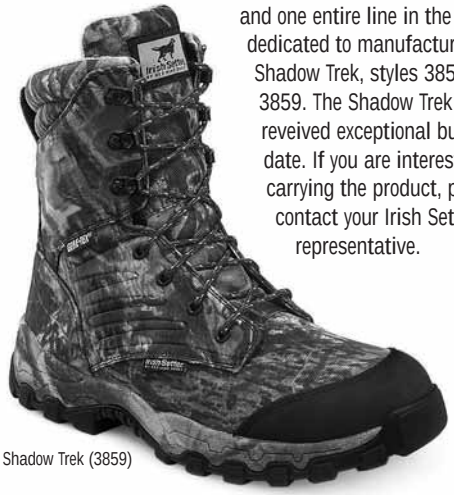
Price:
$9 per lot of 50

Availability: 8/1

Brand Updates

Irish Setter Shadow Trek is Made in USA of Imported Materials

The new Shadow Trek is the first Irish Setter hunting boot in the current line to be manufactured in the USA using imported materials, with production taking place in the Danville, KY plant. Using an upper that is cut and stitched in China, every other step, from slip lasting to shipping, is completed in the USA. The boot is constructed of 100% Cordura, includes Gore-Tex® and one style features 800 grams of Thinsulate™ insulation. The production process has undergone a special Lean process and one entire line in the plant is dedicated to manufacturing the Shadow Trek, styles 3858 and 3859. The Shadow Trek has reveived exceptional buy-in to date. If you are interested in carrying the product, please contact your Irish Setter representative.



Shadow Trek (3859)

Letters From Our Customers

My son was in the 6th grade when he outgrew his Red Wing boots and got new ones. His old boots fit me just right. I wore them out walking with him in the sandhills and mountains near our home in Tularosa, New Mexico. I thank you for your gift of the new Red Wings. They fit me perfectly and at 93 years young, I have started putting the miles on them.

Thank you so much.

Sincerely,
Deary Nelson

A Red Wing representative came into my job at a restaurant, asking servers and cooks to try out new shoes that they were developing. He let us keep any pair that we like, and I've been wearing the #6366 Clog for about a year now, and I love them! I can work double shifts and be perfectly comfortable. I also work for a mobile DJ company, which requires a lot of heavy lifting/carrying and standing in one spot for a long time, my back never bothers me. Thanks so much Red Wing!

TP
Richfield, MN

I purchased a pair of your work boots a year ago. I had a box of vinyl floor tile drop about 4 feet onto my left foot. The box weighed about 71 pounds and hit my instep. After I went to the doctor and x-rays were taken, the doctor said the boot had saved my foot from severe damage. I would like to thank you for a very good product.

CS
Phillipsburg, NJ

As a former railroad employee of eleven years I have good memories of how my footwear saved me from aches and pains of being on my feet for many hours during the day. I experienced two major accidents during my years of service and one of them was so severe that it was determined that my Red Wing boots helped to save my lower right leg from having to be amputated. After that accident I still, after almost five years, wear and will always wear Red Wing boots for any purpose that I can find for the use of the boots, even as a middle school teacher. Thanks again.

RB
Fulton, IL

I appreciate the Red Wing boots. I was the Southern California Region Champion for the college rodeo circuit. I represented Blinn Jr. College. I will go to SHSU in Huntsville in the fall – thanks again!

Yours truly,
Colby Lovell

Red Wing Shoe Company, Inc.
314 Main Street
Red Wing, MN 55066-2337

RED WING SHOES®

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